

PY 2019 Program Descriptions¹

INITIATIVE	DESCRIPTION
Residential – Appliance Recycling	The average household replaces a refrigerator or freezer every fifteen years. Many of the older, inefficient refrigerators and freezers that are replaced still function and are used as backup appliances in basements and garages or are sold in a used appliance market. The Appliance Recycling Initiative produces long-term electrical energy savings in the residential sector by permanently removing operable inefficient refrigerators and freezers from the power grid and recycling them in an environmentally responsible manner. The pickup service is provided at no cost and customers receive a \$50 reward for each qualified appliance they turn-in.
Residential – Behavior Modification	Behavior Modification generates electric and natural gas energy savings by empowering consumers to make better-informed decisions regarding their energy use. Behavioral science research has demonstrated that peer-based comparisons are effective in motivating consumers to better manage their energy consumption. The Initiative leverages a dynamically created comparison group for each residence and compares its consumption to other similarly sized homes within the same community. Customers receive feedback regarding their energy consumption relative to similar homes and individually customized energy savings tips based on their energy usage patterns, housing characteristics and demographics by mail and email. Behavior Modification also serves as a platform to cross-promote other Initiatives within Ameren Illinois' Residential Program.
Residential – Direct Distribution Efficient Products	Providing energy education to students is an effective way to influence families' energy behaviors. The program targets students in grades 5 through 8. Teachers receive energy education curriculum and training by a qualified professional. Students are provided with a "take-home" kit that raises awareness about how individual actions and low-cost measures can provide reductions in electricity, natural gas, and water consumption. The take-home kit includes LED light bulbs, LED nightlight, low-flow showerhead, faucet aerators, tier 1 smart power strip and furnace filter tone alarm.
Residential – HVAC	The HVAC Initiative partners with HVAC contractors to offer consumers instant discounts and/or mail-in cash-back rebates on energy efficient electrical heating and cooling equipment, heat pump water heaters, programmable and smart thermostats. Using a top-down communication strategy, employees staffed by the implementation contractor conduct outreach to eligible product manufacturers, wholesalers and installation contractors (trade allies) to raise awareness of the HVAC energy savings

¹ Program Descriptions taken from Ameren Illinois' Compliance Filing in ICC Docket No. 17-0311, Appendix H (Rev.) dated February 19, 2019 and revised to reflect program offerings in 2019.

	opportunities. Trade allies are provided with training and collateral materials for use in upselling energy efficient HVAC equipment using the incentive offer.
Residential – Income Qualified	The Income Qualified Initiative helps low- to moderate-income customers manage their energy consumption through comprehensive home weatherization services, enhanced rebates on HVAC equipment, LED lighting, and direct distribution of energy saving kits. Single family homes and multifamily living units and properties with average household incomes below 300% of Federal Poverty Guidelines may receive a comprehensive home assessment, including a health and safety evaluation, to identify the weatherization services to be provided. Low-cost energy saving devices will be installed in conjunction with the assessment at no cost. Comprehensive weatherization measures are also installed at no cost including: insulation, air sealing, duct sealing, and ECM blower replacement. In addition, customers in eligible communities may receive enhanced cash-back rebates on energy efficient HVAC equipment and LED lighting, which will be marketed in conjunction with the HVAC and Retail Products Initiatives. Energy saving kits will be distributed at no cost through special events and other direct distribution efforts.
Residential - Multifamily	The Multifamily Initiative produces immediate electric and natural gas energy savings in multifamily buildings that are not income-qualified through the direct installation of free low-cost energy saving measures in individual living units and common areas. Low-cost devices installed through the Initiative include LED light bulbs, faucet aerators, low-flow showerhead, programmable thermostat, pipe wrap and tier 2 smart power strips. The direct installation service is provided at no cost to eligible property owners and tenants. Educational materials that explain the energy and money saving benefits associated with installed products and other Ameren Illinois Initiatives that may be of benefit are left behind in each living unit.
Residential – Public Housing	The Public Housing Initiative mirrors the comprehensive home weatherization service offered through the Income Qualified Initiative in terms of income eligibility, home assessment, weatherization services, and incentive structure. The Initiative targets public sector housing owned by government entities including federal, state and municipal housing authorities.
Residential – Retail Products	The Retail Products Initiative intervenes at the point of sale to encourage residential customers to purchase high efficiency products through brick and mortar and online ecommerce sites. Customers receive instant discounts and/or mail-in cash rebates as an incentive to upgrade to ENERGY STAR® and other qualified high efficiency lighting products, home appliances, programmable and smart thermostats. Employees staffed by the implementation contractor will work with participating retailers to label eligible products in stores to help customers identify qualifying models. In addition, the implementation contractor will provide sales associates with training and other collateral materials for use in explaining details related to the Retail Products Initiative to customers. Special promotions are staged at retail store locations within Ameren Illinois service territory including prominent placement of qualified

	products with signage that promotes the incentive offer.
Residential – Smart Savers	The Smart Savers provides advanced thermostats at no-cost to hard-to-reach customers. Customers in the targeted areas received e-mail invitations to apply online or by phone for a free advanced thermostat to install in their homes. Participating customers were given the option of requesting a thermostat to install themselves or a contractor to install the device.
Business – Custom	The Business Custom Initiative applies to products in compressed air, lighting, HVAC, refrigeration, motors/drives, waste/water treatment, and process upgrades that do not fall into the Standard or Streetlighting Initiatives. Complex and large scale new construction and building renovation projects also qualify under the Custom Initiative. These projects normally are complex and unique, requiring separate incentive applications and calculations of estimated energy savings. Incubator offerings like the Staffing Grant, Metering & Monitoring, Strategic Energy Management (SEM) and the Feasibility Study are also being offered which can be used by customers to overcome barriers to Business Program participation.

Business – Standard	<p>The Business Standard Initiative will incentivize customers to purchase energy efficient products. Measures included within this initiative will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual or industry-accepted savings calculations. The measures will have fixed incentive levels (although these incentive values may change as program budgets, savings calculations, and performances alter throughout the year). Applications are filled out and delivered to AIC via contractors, customers, or through the AmerenIllinoisSavings.com website. Various measures may require a simple calculation to identify measure savings, but the measure level incentives will remain fixed regardless of individual project characteristics (lighting technology, air compressors, variable frequency drives (VFDs), etc.). Program Allies - including contractors, retailers, and distributors - will be the main sales force promoting the initiative and educating customers.</p> <p>Lighting represents significant energy savings potential in the commercial, non-profit, local/municipal, schools, and industrial sectors. Considering both recent and future significant product improvements, lighting will continue to provide substantial energy savings for the initiative. Midstream offerings in lighting, HVAC, and water heating technologies will provide simple access to incentives for those customers. Similarly, motor systems present a large portion of the realistic achievable electric savings in the industrial sector. Motor system improvements, including the proper application of variable frequency drives, represent a significant opportunity to achieve energy savings. Standard measures for HVAC, steam systems, and specialty applications (e.g. refrigeration, ventilation, food service and agriculture) will also provide a portfolio of energy savings measures across all non- residential building types. Incentives for customer-owned exterior lighting have been included in the initiative.</p> <p>Small Business offerings within the Standard Initiative will incentivize customers to install energy efficient products and perform energy saving retrofits. Measures included within this offering will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual and fixed incentive levels (although these incentive values may change as program budgets and performance vary through the year). Measures are marketed and installed by a group of Program Allies experienced and trained to assist small- business, non-profits, schools, and local government in becoming more energy efficient.</p>
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	<p>The small business focused measures are rapidly deployable and target the often financially and time constrained small businesses, non- profits, schools, and public sector customers. Customer eligibility is primarily based upon a delivery service rate of DS-2 (150kW demand or less) for electric and GDS-2 for natural gas. Measures are heavily subsidized to increase participation and assist with higher labor costs incurred by small business customers (i.e. higher costs per unit since projects are typically smaller).</p>
Business – Retro-Commissioning	<p>The primary goal of the Retro-commissioning Initiative is the identification and implementation of no cost/low cost (zero- to one-year payback) energy efficiency measures which will optimize the operation of existing systems for compressed air systems, healthcare facilities, commercial and public sector building facilities, industrial ventilation systems, industrial refrigeration, and grocery stores. The Retro- commissioning Implementation Plan developed for each project will provide a roadmap of capital projects (one- to ten-year payback) which may be implemented under the Custom and Standard Initiatives in the future. The energy efficiency measures in this initiative are generally beyond what is offered by the Standard Initiative. Healthcare and compressed air studies will also work hand-in-hand with recommending Standard incentives where applicable (e.g. laminar flow restrictors in healthcare and no-loss drains in compressed air).</p>
Business – Streetlighting	<p>The Streetlighting Initiative will incentivize municipal customers to upgrade their streetlight fixtures to LED technology. Measures included within this initiative will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual and fixed incentive levels associated with them (although these incentive values may change as program budgets, savings calculations, and performances alter throughout the year). Applications are filled out by municipal customers and delivered to AIC via mail, email, or website submission. Energy Efficiency Staff working with public sector customers will be the main sales force promoting the initiative and educating customers.</p> <p>A combination of street lighting, protective lighting, area lighting, and decorative lighting will be upgraded from HID technology to LED. HID technology is still the standard technology throughout the United States (US).</p> <p>AIC-owned streetlight fixtures will be incentivized to be replaced prior to burn out. A per fixture incentive will be provided to the customer on AIC-owned fixtures.</p>
Business – Building Operator Certification	<p>The building operator certification is a partnership with the Midwest Energy Efficiency Alliance (MEEA) which offers the Building Operator Certification (BOC) Training to building operators in AIC territory. BOC is a nationally recognized training and certification program that was developed by the Northwest Energy Efficiency Council (NEEC) and focuses on energy-efficient building operations and preventative maintenance procedures</p>